

374799 Buy Detail Report

Revision #: Date: 8/5/13

Client: Adelstein/Liston **Estimate:** 3689
Media: TV **Description:** Pueblo United for Angelo - TV 8/7 -8/11
Product: Pueblo United for Angela **Flight Start Date:** 8/5/2013 05:00 AM
Market: Colorado Springs **Flight End Date:** 8/11/2013 04:59 AM
Primary Demo: Adults 35+ **Survey:** Nov09 DMA Nielsen
Separation between spots: 30 **Buyer:** Barb Obrzut

Estimate Comments: SCHEDULE TO RUN WED 8/7 THROUGH SUN 8/11

Line No	Daypart Program	Daypart Code	STN Gross	Dur	Wks 8/5	Total Spots	Adults 35+ Rtg/CPP
KXRM-TV							
23	MTuWThF 7:00a- 9:00a FOX21 MORNING NEWS	EM	\$75.00	30	1	1	2.0 \$37.50
24	MTuWThF 5:30p- 6:00p BIG BANG THEORY	EF	\$250.00	30	1	1	2.0 \$125.00
25	MTuWThF 6:00p- 6:30p BIG BANG THEORY	EF	\$350.00	30	1	1	4.0 \$87.50
26	MTuWThF 6:30p- 7:00p FOX21 NWS@630	EN	\$250.00	30	1	1	2.0 \$125.00
27	MTuWThF 9:00p-10:00p FOX21 NEWS @ 9	LN	\$350.00	30	2	2	2.0 \$175.00
28	MTuWThF 10:30p-11:00p TWO&HALF MEN B	LF	\$125.00	30	2	2	1.5 \$83.33
39	Su 8:00a- 9:00a FOX NWS SUNDAY	EM	\$125.00	30	1	1	2.5 \$50.00
40	Su 9:00p- 9:30p FOX21 NEWS @ 9	LN	\$350.00	30	1	1	4.0 \$87.50
Total Spots: 10						10	
Total GRP/GIMP(000): 23.5							23.5
Total CPP/CPM:							\$100.00
Total Cost:			\$2,350.00			10	